



Michelson Weekly Update

Tuesday, November 19th, 2024

PROPERTY MANAGEMENT



1. BLUE BOOK REMINDERS - attachment

Thank you to the following properties for having all of your Blue Book reports current.

Park Forest	Carrington Park	Westshore Colony	Hermitage	Corbin Crossing
Alinea Town & Country	Fenwick Place	Vineyards	Trace Apartments	230 Building
Kensington West	Preston Run	Panther Creek Parc	Walden Crossing	
Orchard Village	Terraces at Forest Springs	Harper's Point	Walden Glen	
Southmoor	Boulder Creek	Bramblett Hills	Whispering Hills	

- **Past Due from 10/25-Resident Questionnaire Recap**-The Orion
- **Due 11/21-Resident Questionnaire Recaps**-Southmoor, Westshore Colony
- **Due 11/22-Inventories**-Park Forest, Kensington West, Orchard Village, Southmoor, Carrington Park, Fenwick Place, Panther Creek Parc, Boulder Creek, Westshore Colony, Vineyards, Harper's Point, Bramblett Hills, Hermitage, Trace Apartments, Walden Crossing, Walden Glen, Whispering Hills, Corbin Crossing, 230 Building
- **Due 11/27-Fire Inspections**-Preston Run, Vineyards
- **Due 12/2-Monthly Property Summary**
- **Due 12/2-Market Study**
- **Due 12/23-Resident Questionnaire Recap**-Park Forest, Preston Run, Bramblett Hills, Whispering Hills
- **Due 12/24-1Q Marketing Plan**
- **Due 12/31-Fire Inspections**-Kensington West, Orchard Village, Hermitage, Panther Creek Parc
- **Due 12/31-2024 Major Projects List**

If you are not listed above or have any question on what is still due for your community, please email reports and/or questions to reports@michelsonrealty.com.



2. WEEKLY RECAP FOR GOOD CALL & REVIEWS-attachment



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Please review the weekly recap for Good Calls & Reviews for 11/11-11/17 with your team!



3. Leasing/Marketing Tip Of The Week-

Exciting Marketing Listings

Let's be honest, most online apartment listings are pretty generic. They list details about the unit and community, and that's about it.

Instead of sticking to the script, put your creativity to work and make your listings fun and entertaining. This will help you stand out and attract more renters!

Musician Jonathan Mann went as far as making a music video when he was looking for a roommate for his apartment. It was creative to say the least.

If your team has any unique marketing ideas, please send them to meghang@michelsonrealty.com.

“Every job is a Self-Portrait of the person who does it. Autograph your work with Excellence.”

Author Unknown